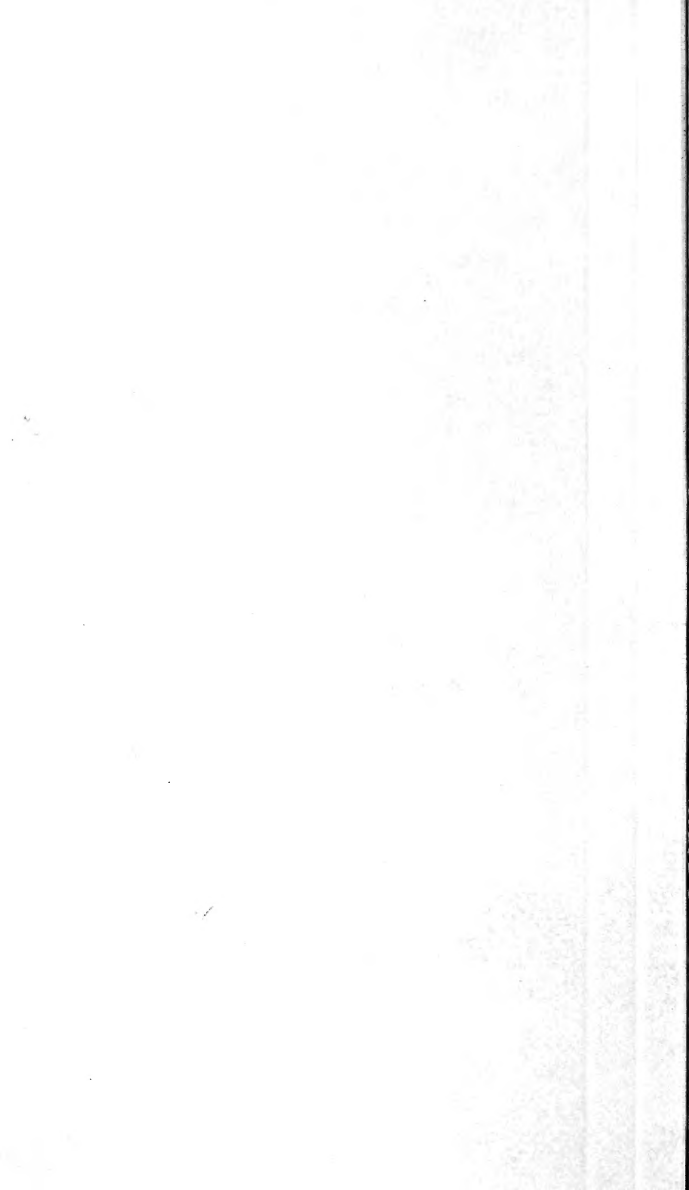


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# ORCHARD INSURANCE



# ORCHARD INSURANCE

Good spraying is the fruit  
growers' best insurance.

## “SCALECIDE”

pays one-half the premium.

No good business man to-day will neglect life and fire insurance on his person or property. The quality and value of that insurance is based on the reliability of the Insurance Company and the certainty or uncertainty of your getting your money in case of accident.

No good fruit grower will to-day neglect spraying any more than he would the insurance on his house, and **good, thorough, conscientious** spraying with the most reliable material is the only tree insurance worth paying money for. **The man who is stingy with his time or material** is like the man who bought the cheap insurance that was sold a few years ago. He might better save his time and material.

**The best insurance is none too good.**

Are you a "new beginner" and want to start right? Or are you an old stager but tired of the "home-made insurance?"

Do you know it all, or only rely on what somebody else tells you?

Did you think any oil that mixed (or doesn't mix) with water was "SCALECIDE?" (You saved possibly five cents a gallon—what did you lose?)

Did you use "SCALECIDE" and read the directions afterwards? 'cause you just knew it wasn't any good.

Did you use an old worn-out Lime-Sulfur nozzle and expect a fine, misty spray? (You drenched the tree without wetting the bark.)

Did you give it a lick and a promise and expect the "SCALECIDE" to "crawl an inch?"

Did you accuse your Experiment Station man of 'graft' because he recommended "SCALECIDE?" You won't let him be honest with you, so he tells you:—"Make your own stuff."

Did you ever see a tree die or a fruit-bud killed that wasn't sprayed with "SCALECIDE?"

Did you ever hear of your neighbor's calf being killed from eating grass under trees sprayed with "SCALECIDE?" (I have; yet it is absolutely non-poisonous.)

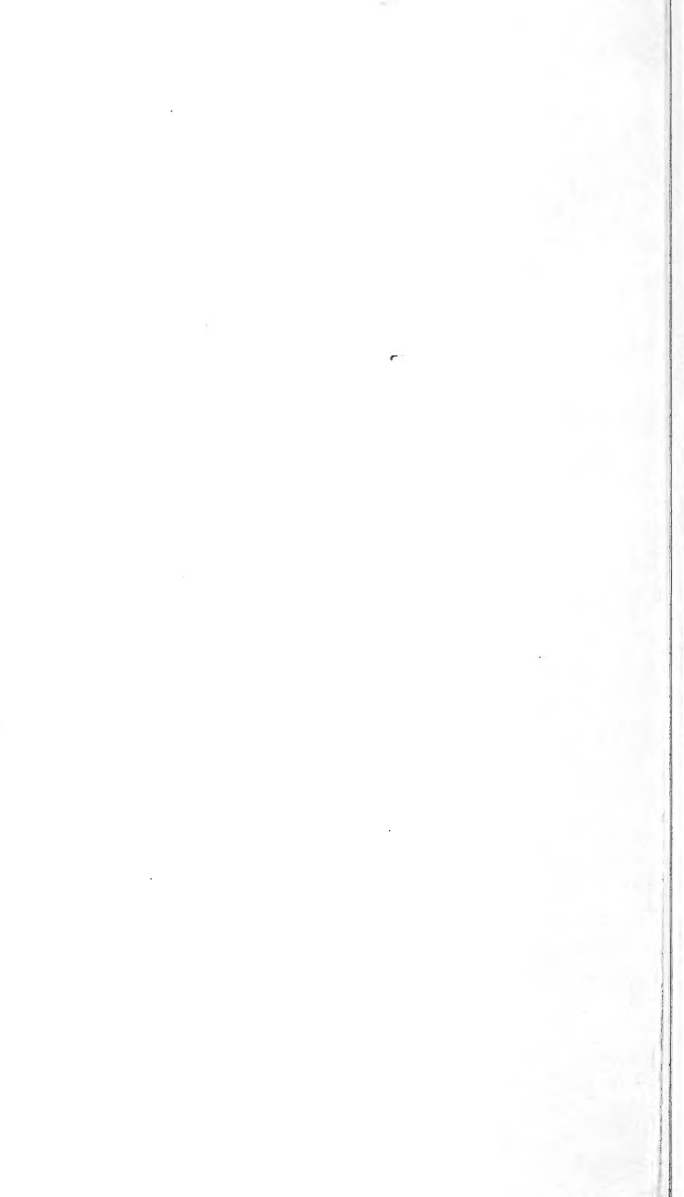
### NOW LISTEN TO A FEW FACTS.

"SCALECIDE" has been on the market for five years and we have never knowingly or wilfully made a mis-statement about it or allowed a salesman or agent to do so with our knowledge or consent, for we appreciate our word and honor more than we do your trade. Some "eminent authorities" have questioned our statements, but to-day we have proven every claim.

Space is too limited for every detail, but we will gladly answer any questions about "SCALECIDE" you are in doubt about.

### WHAT IS "SCALECIDE?"

It is a petroleum oil soap that mixes instantly with cold water, forming a milky white solution without any oil floating on top.



## HOW PREPARED.

Fill your spray tank with water (wherever most convenient) and add three gallons of "SCALECIDE" for each barrel or fifty gallons of water; no boiling, no cooking, no clogging of nozzles, etc., etc.

## HOW APPLIED.

Apply with a good pump, using not less than 100 pounds pressure (200 pounds is better) and the finest nozzle, making a misty, foggy spray.



We present to the reader two photographs of trees, and below them a closer view of the bark. These trees are twelve years old, of the same variety, in the same orchard and have received the same treatment. They were both infested with scale for several years; one badly, the other slightly. After a close inspection they appear to be absolutely free from scale now. You will notice the stunted growth of one by the man standing near. The bark of this tree has that peculiar appearance which many persons attribute to **oil injury**, but is undoubtedly **scale injury**. The bark is dark, dry and cracked, caused by the clogging of the bast cells, and it would undoubtedly have died this season had not "SCALECIDE" been applied most effectively.

The New Jersey Bulletin says, "A badly infested tree, which has maintained a good showing throughout the season, often finds itself unable to start again in the Spring. The fruit grower is likely to blame the insecticide for the condition. Occasionally a tree even starts from the stored material in the bud, and when that is exhausted it wilts and dies simply because the poisoned bast cells will not carry the sap."

## WHEN TO APPLY.

Any clear day (not cold enough to freeze the spray) after the leaves begin to drop in the Fall until the leaves and blossoms come out in the Spring. "SCALECIDE" cannot injure fruit-bud or tree when properly applied. It is hardly safe to spray when the thermometer is below 40° Fahrenheit. Rapid evaporation on a clear day may send the temperature down below the freezing point.

## WHAT WILL "SCALECIDE" DO?

Every scale you hit will be covered with a fine film of oil, smothering the life out of it within a few hours. The next rain will wash your trees off, leaving little or no oil, but the scale does not always come off until the bark expands.

It will control leaf-curl as well as Lime-Sulfur or anything else.

gallons of spray, **as strong as should be used**, by simply adding water. This will spray as many trees as thirty or forty gallons of home-made Lime-Sulfur and can be applied in about one-half the time. Figure it out for yourself. Don't let someone, who does not know as much as you do, figure for you. One Experiment Station charged up the time of three men and a team twenty hours to apply 320 gallons of "SCALECIDE" solution. Would you hire them to do a job for you?

Don't buy cut-rate oils, but if you want cheap oils, we will sell you our "CARBOLEINE" at thirty cents per gallon, F. O. B. our factory. It will do as good work as any soluble oil on the market outside of "SCALECIDE."

PRATT'S "SULFOCIDE" is a new substitute for Bordeaux Mixture; has done better work and is about one half the price. Write for information.

The name "SCALECIDE" is our registered trade-mark and we will prosecute to the fullest extent of the law any mis-use of the word.

**B. G. PRATT COMPANY**

**H. J. Weber & Sons Nursery Company**

NURSERY, MISSOURI

Shipping Point St. Louis, Missouri

Distributing Agents for B. G. Pratt Company, New York



It will rid your trees of all fungous troubles controllable during the dormant season. A grower of strictly fancy apples stated that he had so little fungus after using "SCALECIDE" for five years that he cut out Bordeaux Mixture this year as he could not afford to mark his fruit.

It is almost impossible to wear out a good pump or a nozzle using "SCALECIDE"; the hose is the only repair. Get the best.

## COST.

One gallon of "SCALECIDE" will make sixteen

## PRICES OF "SCALECIDE"

F. O. B. Hackensack, N. J. (in most instances the same as New York), St. Louis, Mo. and Fort Valley, Ga. Express or freight from St. Louis and Fort Valley to destination at purchaser's expense. Only barrels or half-barrels shipped from Fort Valley.

On orders for fifty gallons or over from Hackensack, N. J., we prepay the freight to any Railroad Station east of the Mississippi River, north of the Ohio River and North Carolina State line. Outside of this territory we allow \$1.50 per barrel for freight. In smaller quantities freight is at buyer's expense.

50-gal. bbls., 50c. per gal.	\$25.00
30 " jacketed tins	15.00
10 " cans	6.00
5 " "	3.25
1 " "	1.00

TERMS: Cash with order or before shipment.  
REMIT by New York Exchange, Postal or Express Money Order.

